

VM to GHM

From: Jim MacDonald
133402

Re: Account #495539 - Woolworth #55
1201 Hooper Avenue, Toms River, NJ

Package Fixtures - They have two register setups:

One 2 1/2" springload fixture from Philip Morris
One 2 1/2' springload fixture from RJR

Racks are in good shape

There are no cartons in the store. Cigarettes are in pack racks only.

Counter Displays - Philip Morris has one Full Price display and one Generic display
Each display has two trays and is six packs wide

Manager says, as far as he knows, there is no Philip Morris exclusive.

Total store volume is 60 cartons per week.

Does not need a contracted display

AIM figures are wrong.

Recommendation: Do not put in a contract.

12/18/96

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